

## Digital Design & Promotion

### *Individual or Team Event*

#### Performance Event with Judge Q & A

##### Regulations

- Refer to *National Competitive Event Guidelines* for description and procedures.
- Student members, not advisers, must prepare presentations. Local advisers should serve as consultants to ensure that the presentations are well-organized, contain substantiated statements and are developed in an acceptable business style.
- Submissions should be clearly labeled with the name of the team members, school and state.
- **The Statement of Assurance event form must be submitted to the RLC host by the third Friday in January or to the State Office by the first Wednesday in March.**

##### Eligibility

- Each local chapter may submit one (1) entry that may be created by an individual or a team of two or three members.
- No more than one (1) team member may have competed in the event at a prior NLC or have competed more than two (2) years at the national level.
- No more than one member in a team of two or two members in a team of three may be substituted should circumstances arise that warrant the substitution.
- Between the RLC and SLC, or between the SLC and NLC, in the case of an unforeseen situation, one (1) team member may be substituted with the approval of the State Office. Failure to discuss this change with the State Office could result in team disqualification.
- At least one team member **MUST** participate in the presentation at SLC.
- A member may enter only one individual or team event and one chapter event. Who's Who in FBLA does not count as an event.

##### Copyright and Fair Use Information

It is the policy of FBLA-PBL to comply with state and federal copyright laws. Copyright information is provided in the FBLA Format Guide. You may also use the following Web sites as a reference:

- Copyright and Fair Use Guidelines for Teachers at <http://www.mediafestival.org/copyrightchart.html>
- U.S. Copyright Office at <http://www.copyright.gov/> or <http://www.copyright.gov/title17/circ92.pdf>

##### Procedure

**The 2014 topic will be:** You, as a designer, will develop a logo design for Cupcake Genius a cupcake and specialty baker, which gives the company a corporate identity. You will also create several business documents including (save as appropriate pdf, eps, docx, etc.):

- Business Documents
  - Job 1: Labels for packaging. Cupcake boxes, cake boxes, etc. Approximate size of the label needs to be 4" wide x 3" tall.
  - Job 2: Business Cards 3.5" wide x 2" tall – standard size
  - Job 3: Gift Certificates 8.5" wide x 3.5" tall
- In addition *Cupcake Genius* needs some promotional items. Please develop the design for:
  - Job 4: Decals for the store front windows, window size is 4' wide x 5' tall – must be vector-based artwork (acceptable formats: eps, pdf)
  - Job 5: Banner for Special Events – 6' wide x 2' tall – must be vector-based artwork (acceptable formats: eps, pdf)

- Job 6: One-quarter page (5.14" x 10.5") grayscale newspaper advertisement to appear in the *Bakery News* (acceptable formats: pdf, jpg, tiff, eps)
- Job 7: Design for the front of an apron – approximate area size is 4" x 4" (acceptable format is pdf or jpg)

## Digital Design & Promotion – Continued

- Your submission should include everything listed above. Clearly label each print with the associated job number.

### Project Guidelines

- Projects must address the given topic. Student members, not advisers, must prepare projects.
- Participants should place emphasis on graphic interpretation of the topic and design.
- You may not use any words, diagrams, clipart, and/or artwork that are not public domain.
- Job must be saved in PDF, JPEG, GIF, or EPS.
- Graphics should be computer generated.
- Media should be clearly labeled with the name of the event, state, participants' name(s), and school.
- A Statement of Assurance entry form must be completed and submitted with two (2) DVDs or USB flash drives.
- Members are expected to follow all applicable copyright laws.
- The presentation will be the opportunity for the students to “sell” their design and include an explanation of the choices made in the design.
- Visual aids related to the project may be used; however, no items may be left with the judges or audience.

### Administration of Events

RLC	SLC
DVD or Flash Drive (2 copies) to be submitted along with SIX (6) standard file folders containing each business document and promotional item must arrive at the RLC host school by <b>the third Friday in January</b> or the participant will be disqualified.	DVD or Flash Drive (2 copies) to be submitted along with SIX (6) standard file folders containing each business document and promotional item must arrive at the state office by <b>the first Wednesday in March</b> or the participant will be disqualified.
All competitors will have up to seven (7) minutes to “sell” their design to a panel of judges.	All competitors will have up to seven (7) minutes to “sell” their design to a panel of judges.
	Chapters must provide their own audio/visual equipment, except screens. A copy of the presentation must be provided by the chapter.
	The top 8 finalists will present again present to determine the final rankings.
Schedules will be posted at RLC, not before.	Finalists and schedules will be posted at SLC, not before.
Five minutes will be allowed for the setup of equipment. Each individual must provide their own computer and projection device (or television and DVD player) for the presentation including a copy of the program.	Five minutes will be allowed for the setup of equipment. Each individual must provide their own computer and projection for the presentation including a copy of the program.
All team members should participate in the performance; a minimum of one member must present.	All team members should participate in the performance; a minimum of one member must present.
All team members must be registered for RLC.	All team members must be registered for SLC.
Top THREE finishers advance to NLC competition.	Top THREE finishers advance to NLC competition.



## **Digital Design & Promotion – Continued**

### **Performance Event with Judge Q & A**

**Teams will have seven (7) minutes to present to a panel of judges to “sell” their design. A timekeeper will stand at six (6) minutes and again at seven (7) minutes. When the presentation is finished, the timekeeper will record the time used, noting a deduction of five (5) points for any time over seven (7) minutes.**

**Following the presentation, judges will conduct a three (3) minute question-answer period.**

### **Judging**

- All decisions of the judges are final.
- The rating sheet(s) the judges will use are found in the Wisconsin Competitive Event Guidelines.



# FBLA DIGITAL DESIGN & PROMOTION Production Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
Content					
Theme fully and properly developed. Solution properly addresses assigned topic	0	1–7	8-14	15-20	
Elements included in the graphics are suitable, appropriate, and directed toward a specific audience	0	1–7	8-14	15-20	
Presentation					
Layout has direction and balance	0	1–3	4–7	8–10	
Fonts and type style support the look and feel of the overall image	0	1-2	3-4	5	
Colors and graphics enhance aesthetic appeal	0	1–3	4–7	8–10	
Graphic design shows creativity, originality, and supports topic	0	1–3	4–7	8–10	
Format is consistent and appropriate	0	1–3	4–7	8–10	
Graphic design is clear and concise	0	1–3	4–7	8–10	
Design gains attention and has eye appeal	0	1–3	4–7	8–10	
Subtotal				/105 max.	
Penalty Points Deduct five (5) points for not adhering to guidelines (maximum of fifteen [15] points): <input type="checkbox"/> 2 copies of media not received <input type="checkbox"/> Statement of Assurance not received <input type="checkbox"/> Media labeled incorrectly					
Final Score (add total points and report score)				/105 max.	

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments:



# FBLA DIGITAL DESIGN & PROMOTION Performance Rating Sheet

☐ Preliminary Round

☐ Final Round

Evaluation Item	Not Demonstrated	Does Not Meet Expectations	Meets Expectations	Exceeds Expectations	Points Earned
<b>Content</b>					
Description of promotional piece	0	1–3	4–7	8–10	
Description of development and design ideas	0	1–7	8–14	15–20	
Create interest and desire for design	0	1–7	8–14	15–20	
Consistency in graphic design to theme	0	1–5	6–10	11–15	
Benefits matched to customer needs	0	1–3	4–7	8–10	
<b>Delivery</b>					
Statements are well-organized and clearly stated; appropriate business language used	0	1–3	4–7	8–10	
Demonstrates self-confidence, poise, and good voice projection	0	1–2	3–4	5	
Demonstrates the ability to effectively answer questions	0	1–3	4–7	8–10	
<b>Subtotal</b>					<b>/100 max.</b>
<b>Time Penalty</b> Deduct five (5) points for presentations over seven (7) minutes. Time:					
<b>Penalty</b> Deduct five (5) points for failure to follow guidelines.					
<b>Dress Code Penalty</b> Deduct five (5) points when dress code is not followed.					
<b>Total Points</b>					<b>/100 max.</b>
<b>Production Score</b>					<b>/100 max.</b>
<b>Final Score</b> (add total points and production score)					<b>/200max.</b>

Name(s): \_\_\_\_\_

School: \_\_\_\_\_ State: \_\_\_\_\_

Judge's  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Judge's  
Comments: